

IDS Page 1 of 15

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Docket No.: 4554-002

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

Inventor(s): TAKAKURA, TETSUO et al.

U.S. Patent Application No. 09/863,815

Filed: May 24, 2001

: Confirmation No. 8903

: Group Art Unit: 3623

: Examiner: ERIC T. SCHAFFER

For: METHOD AND SYSTEM FOR ADVERTISING, AND COMPUTER PRODUCT

INFORMATION DISCLOSURE STATEMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

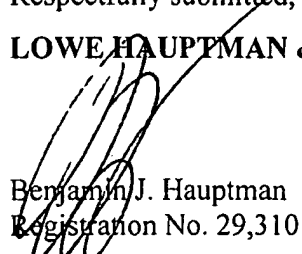
Sir:

In accordance with the provisions of 37 C.F.R. 1.56, 1.97 and 1.98, the attention of the Patent and Trademark Office is hereby directed to the documents listed on the attached form PTO-1449. It is respectfully requested that the documents be expressly considered during the prosecution of this application, and that the documents be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

This Information Disclosure Statement is being filed within three months of the U.S. filing date OR before the mailing date of a first Office Action on the merits. No certification or fee is required.

Respectfully submitted,

LOWE HAUPTMAN & BERNER, LLP


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Date: January 26, 2005

IDS Page 2 of 15



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7-1-03

Docket No.: 4554-002

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

Tetsuo TAKAKURA ET AL

Application No. 09/863,815

Filed: May 21, 2001

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: Group Art Unit: 2163

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: Examiner:

For: METHOD AND SYSTEM FOR ADVERTISING, AND COMPUTER PRODUCT

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In accordance with the provisions of 37 C.F.R. 1.56, 1.97 and 1.98, the attention of the Patent and Trademark Office is hereby directed to the documents listed on the attached form PTO-1449. It is respectfully requested that the documents be expressly considered during the prosecution of this application, and that the documents be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

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Respectfully submitted,

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Date: June 18, 2003

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GROUP 3600

**INFORMATION DISCLOSURE
CITATION IN AN
APPLICATION**

(PTO-1449)

ATTY. DOCKET NO.
4554-002

U.S. PATENT
APPLICATION NO.
09/863,815

APPLICANT
TAKAKURA, TETSUO

FILING DATE
May 24, 2001

GROUP
2163

U.S. PATENT DOCUMENTS						
EXAMINER'S INITIALS	PATENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE

FOREIGN PATENT DOCUMENTS							
EXAMINER'S INITIALS	PATENT NO.	DATE	COUNTRY	CLASS	SUBCLASS	Translation	
						Yes	No

OTHER ART (Including Author, Title, Date, Pertinent Pages, Etc.)	
NB	Patent Abstracts of Japan Publication No. 11-003348, January 6, 1999

EXAMINER Namrata Borja

DATE CONSIDERED
8/5/05

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JUN 26 2003
GROUP 3600

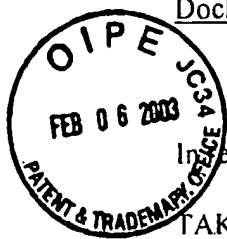
EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to Applicant.

IDS Pg 5 of 15

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BT

Docket No.: 4554-002

02.21.03



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

TAKAKURA, TETSUO et al.

Serial No. 09/863,815

Group Art Unit: 2163

Filed: May 24, 2001

Examiner: N/A

For: METHOD AND SYSTEM FOR ADVERTISING, AND COMPUTER PRODUCT

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Assistant Commissioner for Patents
Washington, D. C. 20231

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Sir:

GROUP 3600

In accordance with the provisions of 37 C.F.R. 1.56, 1.97 and 1.98, the attention of the Patent and Trademark Office is hereby directed to the documents listed on the attached form PTO-1449. It is respectfully requested that the documents be expressly considered during the prosecution of this application, and that the documents be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

This Information Disclosure Statement is being filed within three months of the U.S. filing date OR before the mailing date of a first Office Action on the merits. No certification or fee is required.

The attached references were cited in an Office Action issued in connection with the corresponding Japanese patent application, a copy of which is enclosed for the Examiner's review.

Respectfully submitted,

LOWE HAUPTMAN GILMAN & BERNER, LLP

Benjamin J. Hauptman
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Date: February 5, 2003
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[illegible]

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to Applicant.



Packet No.: 4554-002

IDS pg 7 of 15

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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

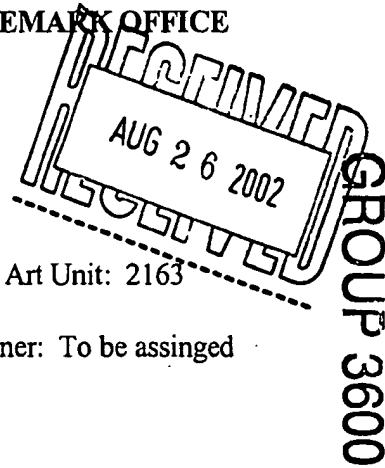
Tetsuo TAKAKURA et al.

Serial No. 09/863,815

Filed: May 24, 2001

Group Art Unit: 2163

Examiner: To be assigned



AUG 23 2002

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For: Method of and System Advertising, and Computer Product

SECOND SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Commissioner for Patents
Washington, D. C. 20231

Sir:

In accordance with the provisions of 37 C.F.R. 1.56, 1.97 and 1.98, the attention of the Patent and Trademark Office is hereby directed to the documents listed on the attached form PTO-1449. It is respectfully requested that the documents be expressly considered during the prosecution of this application, and that the documents be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

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IDS Pg 8 of 15

Serial No. 09/863,815

Each English language reference was cited in a corresponding foreign application search report or office action and its relevance discussed therein. A copy of the foreign search report or office action is attached for the Examiner's information.

Subsequent to the filing of the April 29, 2002 First Supplemental Information Disclosure Statement, Applicant discovered the EP 0875843 reference submitted was missing pages. Enclosed herewith is the above-mentioned reference in its entirety.

Respectfully submitted,

LOWE HAUPTMAN GILMAN & BERNER, LLP


Benjamin J. Hauptman

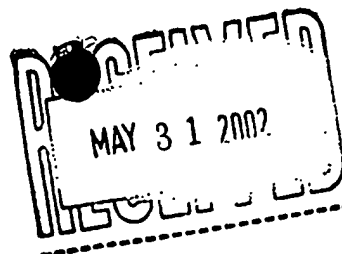
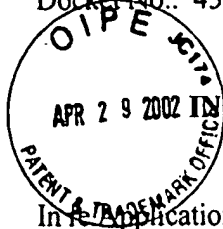
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Sheet 1 of 1

[illegible]

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to Applicant.

Docket No.: 4554-002



IDS
19100815; S-31-02
PATENT

APR 29 2002 IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

Tetsuo TAKAKURA et al.

Serial No. 09/863,815

Filed: May 24, 2001

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MAY 01 2002

Technology Center 2100

Group Art Unit: 2163

Examiner: To be assigned

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MAY 06 2002

GROUP 3600

For: Method of and System Advertising, and Computer Product

FIRST SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Commissioner for Patents
Washington, D. C. 20231

Sir:

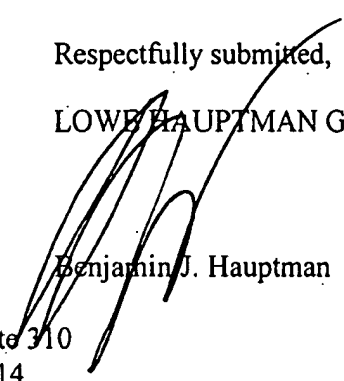
In accordance with the provisions of 37 C.F.R. 1.56, 1.97 and 1.98, the attention of the Patent and Trademark Office is hereby directed to the documents listed on the attached form PTO-1449. It is respectfully requested that the documents be expressly considered during the prosecution of this application, and that the documents be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

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Each English language reference was cited in a corresponding foreign application search report or office action and its relevance discussed therein. A copy of the foreign search report or office action is attached for the Examiner's information.

Respectfully submitted,

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EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to Applicant.

IDS 1913415 #4

Docket No.: 4554-002

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE



In re Application of

TAKAKURA et al.

Serial No. Not yet assigned

Filed: May 24, 2001

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Group Art Unit: Not yet assigned

Examiner: N/A

For: METHOD OF AND SYSTEM FOR AVDERTISING, AND COMPUTER PRODUCT

INFORMATION DISCLOSURE STATEMENT

Assistant Commissioner for Patents
Washington, D. C. 20231

Sir:

In accordance with the provisions of 37 C.F.R. 1.56, 1.97 and 1.98, the attention of the Patent and Trademark Office is hereby directed to the documents listed on the attached form PTO-1449. It is respectfully requested that the documents be expressly considered during the prosecution of this application, and that the documents be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

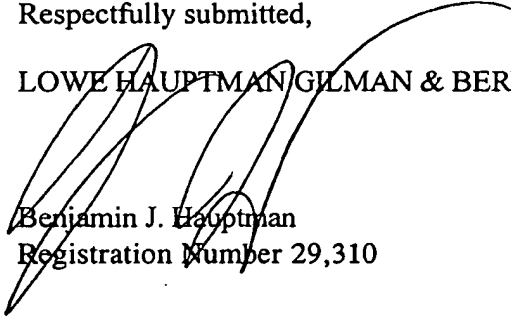
This Information Disclosure Statement is being filed within three months of the U.S. filing date OR before the mailing date of a first Office Action on the merits. No certification or fee is required.

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No explanation of relevance of Japanese Patent is required because English Language Abstract equivalence is submitted. These documents were cited in the application in page 2, lines 20 to page 3, lines 2.

Respectfully submitted,

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IDS Pg 15 of 15

Sheet 1 of 1

INFORMATION DISCLOSURE CITATION IN AN APPLICATION (PTO-1449)				ATTY. DOCKET NO. 4554-002		SERIAL NO. Not Yet Assigned	
				APPLICANT TAKAKURA et al.			
				FILING DATE May 24, 2001		GROUP	
U.S. PATENT DOCUMENTS							
EXAMINER'S INITIALS		PATENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE
	AA						
	AB						
	AC						
	AD						
	AE						
	AF						
	AG						
	AH						
	AI						
	AJ						
	AK						
	AL						
	AM						
FOREIGN PATENT DOCUMENTS							
EXAMINER'S INITIALS		PATENT NO.	DATE	COUNTRY	CLASS	SUBCLASS	Translation Yes No
NB	BA	08-143196	06/96	Japan			
NB	BB	08-277207	09/96	Japan			
NB	BC	02-112729	04-90	Japan			
	BD						
	BE						
OTHER ART (Including Author, Title, Date, Pertinent Pages, Etc.)							
NB	CA	PATENT ABSTRACTS OF JAPAN Publication No. HEI 09-325938, December 16, 1997, Patent Application No. 08-143196					
NB	CB	PATENT ABSTRACTS OF JAPAN Publication No. HEI 10-107850, April 24, 1998, Patent Application No. 08-277207					
NB	CC	PATENT ABSTRACTS OF JAPAN Publication No. HEI 11-2870116, January 8, 1999, Patent Application No. 02-112729 http://www1.ipdl.jpo.go.jp/PA1/result/detail/mian/wAAAAa26306DA404013267P1.htm					
EXAMINER				DATE CONSIDERED			
Namrata Boveja				8/5/05			

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to Applicant.

05/24/01
09/28/2015
U.S. PTO
09/28/2015